

SKY Perfect JSAT Holdings Inc.

News Release



SKY Perfect JSAT
Holdings Inc.

November 2, 2011

SKY Perfect JSAT Holdings Inc.

Number of Subscribers as of the end of October 2011

SKY Perfect JSAT Holdings Inc. (Head Office: Minato-ku, Tokyo; Representative Director, President: Shinji Takada) is pleased to announce that SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer; Shinji Takada), a 100% owned subsidiary of SKY Perfect JSAT Holdings Inc., today released attached news release regarding the number of subscribers*¹ as of the end of October 2011.



November 2, 2011

SKY Perfect JSAT Corporation

Number of Subscribers as of the end of October 2011

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Shinji Takada) announced the number of subscribers^{*1} as of the end of October 2011.

For the three services of SKY PerfecTV!, SKY PerfecTV! e2 and SKY PerfecTV! HIKARI, the number of new subscribers was 74,772, the number of re-subscribers was 3,796, the number of Churn Rate was 72,988 and net increase was 5,580.

As the new BS broadcasting began on October 1, the number of new subscribers to SKY PerfecTV! e2 became 66,877, marking a record high. The number of Churn includes those in the devastated areas due to the Great East Japan Earthquake, but in October only, increased for the first time since 2006.

Totals for SKY PerfecTV!, SKY PerfecTV! e2 and SKY PerfecTV! HIKARI	Subscribers
New Subscribers	74,772
Number of Re-registered Subscribers ^{*2}	3,796
Churn	72,988
Monthly Churn Rate ^{*3}	1.9%
Net Increase	5,580
Cumulative Total	3,773,784

* The cumulative number of SKY PerfecTV! and SKY PerfecTV! e2 subscribers is 3,657,971

SKY PerfecTV!	Subscribers
New Subscribers ^{*4}	5,515
Number of Re-registered Subscribers ^{*2}	734
Churn	32,974
Monthly Churn Rate ^{*3}	1.6%
Net Increase	-26,725
Cumulative Total ^{*5}	2,055,586
SKY PerfecTV! e2	Subscribers
New Subscribers ^{*6}	66,877
Number of Re-registered Subscribers ^{*2}	3,057
Churn	37,433
Monthly Churn Rate ^{*3}	2.4%
Net Increase	32,501
Cumulative Total ^{*7}	1,602,385
SKY PerfecTV! HIKARI ^{*8} (Multichannel Broadcasting Service)	Subscribers
New Subscribers ^{*9}	2,380
Number of Re-registered Subscribers ^{*2}	5
Churn	2,581
Monthly Churn Rate ^{*3}	2.2%
Net Increase	-196
Cumulative Total ^{*10}	115,813

*1 Subscribers: Number of subscribers who concluded a pay-subscription agreement and have been actually paying subscription fees.

*2 Number of Re-registered Subscribers: Number of individuals who concluded a new pay-subscription agreement within one year of cancellation and have been actually paying subscription fees.

*3 Monthly Churn Rate: The following formula is used to calculate the monthly churn rate.

$$\text{Monthly Churn Rate} = \text{Churns during the current month} / \text{Total subscribers at the end of the previous month}$$

*4/*5 The number of new subscribers for SKY PerfecTV! HD in the current month is as follows (along with the cumulative total including the current month).

	New Subscribers	Cumulative Total
SKY PerfecTV! HD	4,744	540,003

The cumulative total includes 14,565 subscribers who switched from regular picture quality SKY PerfecTV! to SKY PerfecTV! HD during the month.

*6/*7 The number of new registrations for SKY PerfecTV! e2 retransmission services (provided by OptiCast Inc. using optical fibers) in the current month is as follows (along with the cumulative total including the current month).

The cumulative number of SKY PerfecTV! e2 retransmission service subscribers is included in the number of SKY PerfecTV! e2 subscribers (not included in the number of SKY PerfecTV! HIKARI).

	New Subscribers	Cumulative Total
SKY PerfecTV! e2 retransmission	3,389	89,441

*8 The multichannel broadcasting service in Fukuyama City, Hiroshima Prefecture, jointly operated with Energia Communications, Inc. and the channel lease service in Achi Village, Nagano Prefecture, and Ena City, Gifu Prefecture that uses available fiber-optic network bandwidth will remain under the name of HIKARI PerfecTV!.

*9/*10 The number of new subscribers during the month and cumulative total based on SKY PerfecTV! HIKARI HD tuners are as follows:

	New Subscribers	Cumulative total
Number based on SKY PerfecTV! HIKARI HD tuners	2,358	51,618

The cumulative total includes 326 subscribers who switched from regular picture quality tuners to HD tuners during the month.

● Number of households connected to SKY PerfecTV! HIKARI (as of the end of October 2011)

	Cumulative Total
Number of households connected to SKY PerfecTV! HIKARI	1,197,046

The number means the number of households to which we provide the broadcasting service (retransmission or multichannel broadcasting service) to be billed at the end of the month. This number does not include the multichannel broadcasting services provided by utilizing the available bandwidth in the optical fiber network possessed by Cable City Yokohama, Achi Village in Nagano Prefecture, Ena City in Gifu Prefecture and others.